

Rate card and material specifications



Magazine Rates

Size	Casual	3x	6x	11x
Full page	\$4480	\$4190	\$3970	\$3760
½ page	\$3540	\$3330	\$3130	\$2970
⅓ page	\$2880	\$2710	\$2550	\$2450
¼ page	\$2340	\$2240	\$2140	\$2110
Front cover	\$7000			

RATES EXCLUDE 10% GST. PREFERRED POSITION LOADING: OBC +30%, IFC +20%

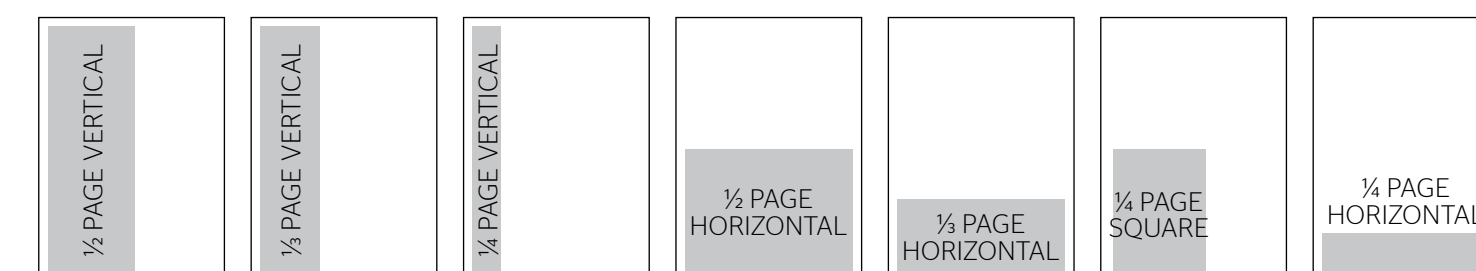
Material Specifications

Size	Width	Height
FP (trimmed)	220	297
½ page vertical	95	277
½ page horizontal	195	135
⅓ page vertical	60	277
⅓ page horizontal	195	85
¼ page horizontal	195	60
¼ page square	94	135
¼ vertical	44	277

ALL SPECS ARE IN MM. PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

Deadlines

Issue	Booking	Material	Publication
Feb	12 December 2022	19 December 2022	5 February 2023
Mar	26 January 2023	2 February 2023	11 March 2023
Apr	21 February 2023	28 February 2023	6 April 2023
May	24 March 2023	31 March 2023	8 May 2023
Jun	21 April 2023	28 April 2023	4 June 2023
Jul/Aug	21 June 2023	28 June 2023	25 July 2023
Sep	21 July 2023	28 July 2023	3 September 2023
Oct/Nov	11 September 2023	18 September 2023	27 October 2023
Dec	27 October 2023	3 November 2023	4 December 2023



Website Rates

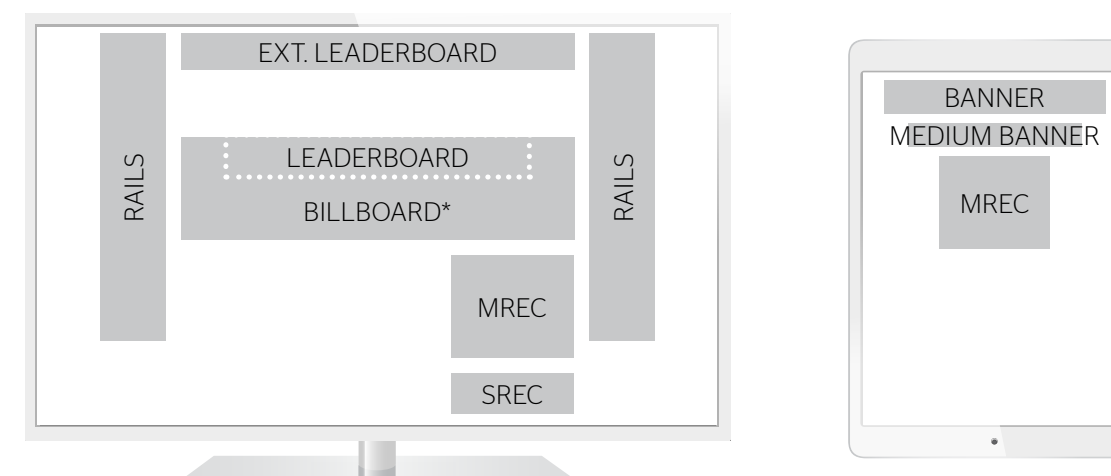
Section	Size	Monthly
Exclusive positioning	Rails (x2)*	\$2200
	Billboard*	\$2000
	Extended Leaderboard	\$1950
	Leaderboard	\$1700
	MREC	\$900
Run of site	Background Skin*	\$2500
	Video	POA
	Leaderboard	\$1300
	MREC	\$750

*DOES NOT DISPLAY ON MOBILE SITE
RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
Background Skin*	1920	1200
Rails (x2)*	160	750
Billboard*	960	250
Extended Leaderboard	960	90
Leaderboard	728	90
MREC	300	250
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



eNewsletter Rates

Size	Weekly	Monthly
eDM	\$2700 (per broadcast)	
Banner		\$1100
Medium Banner	\$380	\$900
MREC	\$245	\$750

RATES EXCLUDE 10% GST. PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
MREC	300	250

ALL SPECS ARE IN PIXELS

Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

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Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.